



Experiment Worksheet: Twitter

This worksheet will help you design and implement your Twitter experiment.

Twitter Experiment: <http://artssocialmedia.wikispaces.com/Twitter+Experiment> for tips.

Task	Complete by
Set up account, identify whether branded or personal account of mix, identify who will do the tweeting (individual, shared)	4/19
Design your Twitter profile – (logo, branding, photos, contact information, key words for description, etc)	4/19
Decide what you will Tweet about. (Chart events, performances, web site content, outreach campaigns over the next month and identify conversation starters, set up hash tag or keyword searches to monitor)	4/19
Find and get to know followers, identify influencers, interact with them	4/30
Tweet regularly, track click thrus, re-tweets, engage with followers one-on-one, decide which Twitter app is best to make you more efficient, reflect on best practices	5/7
Tweet regularly, track click thrus, re-tweets, engage with followers	5/14
Tweet regularly, track click thrus, re-tweets, engage with followers	5/21



1. What is your broad communications objective? How do you want to enhance with Twitter?
2. What is your nitty gritty objective you want to accomplish with Twitter experiment? Here's a few ideas to start with, but brainstorm some of your own:
 - Inspire conversation to support communications goal
 - Drive traffic to web site or blog
 - Coordinate meetings with officials and policy leaders
 - Identify Influencers like journalists using Twitter and encourage them to use you as a source
 - Other:
3. Who is the target audience you want to reach on Twitter? The narrower the better.
4. What listening to do you need to do on Twitter before you start tweeting?
 - a.) What are the "words" of your work? These are the keywords you need to search to identify people to follow that match your target audience.
 - b.) What hashtags do you need to search to identify people to follow that match your target audience?
 - c.) What colleagues, influencers, or organizations do you need to follow?
5. How will you set up your profile on Twitter?
 - Organizational/Individual:
 - Look and Feel



-One Line Bio:

-Twitter Landing Page:

See these tips: <http://bit.ly/twitter-experiment-tips>

6. What will you tweet about? Make sure it supports your objective

Objective:
What is your audience saying on Twitter that is relevant to your objective?
How can you rework your message as a conversation starter?
Follow up points: (be sure to create bit.ly links to track)
Content to point to:

7. Brainstorm a list of ideas of what you will tweet about. What are some ways to make your tweets more “personal” or “engaging”?

8. Think about how you can compose your tweet so others will retweet.

9. Who will do the tweeting? How much time will they spend? If more than person will be tweeting, will you tweet from separate accounts or collaborate on one?

10. Where and how should you publicize your Twitter presence?



Link to Web site/Blog

Cross post on Facebook

Add to print publications, business cards, etc

Promote at events

other:

11. What twitter client will you use on your desktop and mobile phone?

12. How will you measure whether or not your Twitter tactics are working?

Quantitative Metrics:

Qualitative Insights (to be filled in during experiment implementation)

Questions:	Notes
What content works	
What attracts fans/followers	
What subtracts fans/followers	
Who are the influencers?	
What are fans saying/doing	
What are foes saying/doing	



Other:	
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13. What do you hope to learn about best practices for using that tool/channel for that objective?
14. Will you become an evangelist/organizational educator to build your organization / coalition's network of influence?